

ORDER



Orders
Order / Rev: 703223 - 2
Alt Order #: 06257001
Product Desc: OBAMA FOR AMERICA
Estimate: 1519
Flight Dates: 07/31/12 - 08/13/12
Original Date / Rev: 07/27/12 / 08/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: K Keuleman
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	46	\$119,000.00	\$101,150.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	46	\$119,000.00	\$101,150.00	0.00
Totals	46	\$119,000.00	\$101,150.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	25%	\$119,000.00
Market	100%	\$476,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	14%	\$66,640.00
WFTS	26%	\$123,760.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	3%	\$14,280.00
WTVT	30%	\$142,800.00
WVEA	0%	\$0.00
WWSB	2%	\$9,520.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	07/31/12	08/13/12	LN (M-F)	CM	M-F 11-1135p	MTWTF--	1:00	1	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/31/12	08/06/12	MTWTF--			1			\$4,000.00		0.00			
Week:		08/07/12	08/13/12	MTWTF--			1			\$4,000.00		0.00			
2	WTSP	08/07/12	08/13/12		CM	11a-12p	MTWTF--	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00

Order / Rev: 703223 - 2
 Alt Order #: 06257001
 Flight Dates: 07/31/12 - 08/13/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1519

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Price Is Right Price Is Right														
THE PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	MTWTF--		1		\$2,400.00		0.00				
3	WTSP	07/31/12	08/13/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p MTWTF--	1:00	2	\$2,200.00	P-2	0.00	NM	4	\$8,800.00
10 NEWS-NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		2		\$2,200.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		2		\$2,200.00		0.00				
4	WTSP	07/31/12	08/13/12	M-F 4-5p Dr. Phil	CM	4-5p MTWTF--	1:00	3	\$1,600.00	P-2	0.00	NM	8	\$12,800.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		3		\$1,600.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		5		\$1,600.00		0.00				
5	WTSP	07/31/12	08/13/12	M-F 5-530p 5-530p 10 News	CM	5-530p MTWTF--	1:00	1	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
COMMENTS APPLY TO SUB LINES A THRU B 10 NEWS-5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		1		\$1,600.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		2		\$1,600.00		0.00				
6	WTSP	07/31/12	08/13/12	M-F 530-6p 10 News at 530p	CM	530-6p MTWTF--	1:00	1	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
10 NEWS-530P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		1		\$1,600.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		1		\$1,600.00		0.00				
7	WTSP	07/31/12	08/13/12	M-F 6-7a 6-7a 10 News	CM	6-7a MTWTF-- (6:00 AM-6:30 AM)	1:00	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
10 NEWS-6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		1		\$800.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		1		\$800.00		0.00				
8	WTSP	07/31/12	08/13/12	M-F 6-7a 6-7a 10 News	CM	6-7a MTWTF-- (6:30 AM-7:00 AM)	1:00	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
10 NEWS-6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		1		\$800.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		1		\$800.00		0.00				
9	WTSP	07/31/12	08/13/12	CBS This Morning CBS This Morning	CM	7-9a MTWTF-- (7:00 AM-8:00 AM)	1:00	2	\$800.00	P-2	0.00	NM	6	\$4,800.00
COMMENTS APPLY TO SUB LINES A THRU B CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		2		\$800.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		4		\$800.00		0.00				
10	WTSP	07/31/12	08/13/12	M-F 930-10a M-F 930-10a	CM	930-10a MTWTF--	1:00	3	\$560.00	P-2	0.00	NM	6	\$3,360.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--		3		\$560.00		0.00				
Week:		08/07/12	08/13/12	MTWTF--		3		\$560.00		0.00				
11	WTSP	08/04/12	08/11/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p -----S-	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
10 NEWS-NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S-		1		\$1,400.00		0.00				
Week:		08/06/12	08/12/12	-----S-		1		\$1,400.00		0.00				

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	WTSP	08/04/12	08/11/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
10 NEWS-NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S-		1		\$1,400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WTSP	08/06/12-08/12/12	Sat 6-630p			Sat 6-630p	-----Sa--	1:00		(\$1,400.00)	0.00	NM			
Credited [move to bucs pregame on 8/10]															
12	WTSP	08/11/12	08/11/12	Sat 7-730p Inside Edition	CM	7-730p	-----S-	1:00	1	\$1,400.00	P-2	0.00	NM	0	\$0.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S-		1		\$1,400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WTSP	08/06/12-08/12/12	Sat 7-730p			7-730p	-----Sa--	1:00		(\$1,400.00)	0.00	NM			
Credited [news airs instead due to pga running to 7p]															
13	WTSP	08/11/12	08/11/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	1:00	1	\$640.00	P-2	0.00	NM	1	\$640.00
CBS THIS MORNING - SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S-		1		\$640.00		0.00					
14	WTSP	08/04/12	08/11/12	Sat Prime B Sat Prime B	CM	Sat 9-10p	-----S-	1:00	1	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
CRIMETIME SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	-----S-		1		\$8,000.00		0.00					
Week:		08/06/12	08/12/12	-----S-		1		\$8,000.00		0.00					
15	WTSP	08/05/12	08/12/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
10 NEWS-SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	-----S		1		\$1,400.00		0.00					
Week:		08/06/12	08/12/12	-----S		1		\$1,400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WTSP	08/06/12-08/12/12	Sun 630-7p			Sun 630-7p	-----Su	1:00		(\$1,400.00)	0.00	NM			
Credited [mg line 19]															
16	WTSP	08/02/12	08/09/12	Thu Prime C Person of Interest	CM	Thu 10-11p	---T---	1:00	1	\$22,000.00	P-2	0.00	NM	2	\$44,000.00
THE MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	---T---		1		\$22,000.00		0.00					
Week:		08/06/12	08/12/12	---T---		1		\$22,000.00		0.00					
17	WTSP	08/10/12	08/10/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game	----F--	1:00	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----F--		1		\$1,400.00		0.00					
18	WTSP	08/11/12	08/11/12	Sat 7-730p Sat 7-730p 10 News	CM	Sa 7-730p	-----S-	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S-		1		\$1,400.00		0.00					
19	WTSP	08/10/12	08/10/12	Bucs Post-Game Bucs Post-Game	CM	1030-11p	----F--	1:00	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----F--		1		\$1,400.00		0.00					
Totals													46	\$119,000.00	